

# OFFICE OF THE CITY MANAGER

DATE: JULY 11, 2014  
TO: MAYOR AND CITY COUNCIL  
FROM: SCOTT H. NEAL, CITY MANAGER  
RE: FRIDAY REPORT FOR JULY 11, 2014

## FRIDAY REPORT



1. 50th & France – The 50th & France Business & Professional Association is requesting that the three signs marking the district be updated. These markers are located in the public right-of-way at 50th Street and Halifax Avenue, 51st Street and Avenue and 49th Street and France. Many business owners feel that the pink ribbons are faded and no longer convey the desired image for the District. The Business Association has offered to take the lead and design the changes and pay for the work. The pink ribbon is proposed to be removed and the pink logo replaced with a more classic style in black and white. The “50th and France” logo would be internally illuminated at night. This update is proposed to take place in early fall 2014.
2. Development Projects – At its last meeting, the Planning Commission considered a request for a four-story, 100-unit senior housing project at 7151 York Ave. The City Council will consider the request on Aug 4.

At its July 23 meeting the Planning Commission will consider three redevelopment proposals. First is the final rezoning request for senior housing at 6500 France; second is a preliminary rezoning and a Comprehensive Plan amendment to tear down the existing office building and build a new 10,000-square-foot retail building with a drive-thru at 5108 Edina Industrial Blvd.; and third is a preliminary rezoning and Comprehensive Plan amendment to reuse and expand the TCF Bank building at 3330 W. 66th St. for 39 units of housing for young adults who have experienced homelessness. All three of these items are tentatively scheduled for City Council review on Aug. 4.

3. Employee News – The promotions of three new Police Sergeants were announced this week. Congratulations to Brian Hubbard, Ryan Schultz and Aaron White on their new roles with the City.

The Engineering Department’s Jeff Frahm has accepted a position of Project Coordinator with the City of Maple Grove. His last day with us will be July 25. Jeff has provided the City and its residents with great customer service over the last eight years. We wish him the best in Maple Grove.

Staff has completed interviewing candidates for the Traffic Safety Coordinator and Graduate Engineer/Engineering Technician positions. We hope to have signed commitments from both of our top candidates next week.

The new Engineering Technician/Water Resources position that will be responsible for engineering review of residential and commercial building permits and right-of-way management was advertised on June 20 and closed on July 4. We received 30 applications and will interview candidates next week. We hope to have an offer made by mid-August.

Brianna Rothstien from WSB is working in the Planning Division on Tuesdays and Thursdays reviewing building permits and assisting with residential variance reviews.

4. Employee Engagement – The City is preparing to conduct its first employee engagement survey during the first two weeks of August using the firm DecisionWise. Engagement is the discretionary effort an employee puts forth to help the organization meet its goals. Research closely correlates engagement to key performance metrics such as retention, financial results and customer satisfaction. We intend to measure employee engagement on a biennial basis as part of our performance measurement system.
5. Liquor Store Update – Inclement weather and road construction projects have impacted the liquor business. Sales for the first six months of 2014 are up 1.4 percent with the 50th & France store showing a 5 percent increase, Southdale is flat and Grandview up 1.3 percent compared to last year. Our customer count is up 0.5 percent for the year and our average sale has gone up \$0.20 per transaction compared to 2013. The road construction on France and the bridge replacement on Xerxes Avenue have had a negative impact on the Southdale store to this point and the weather has been cooler and wetter compared to last year which has also impacted our business over the past few months.
6. 2015 Neighborhood Street Project Meetings – Staff conducted a neighborhood information meeting for the Valley View street reconstruction project. This project is located from the U.S. Highway 169 frontage road to Mark Terrace. Approximately 20 residents attended and provided input on staff's preliminary design. This design included a roundabout, sidewalk and bike lanes. Staff will use this input to continue with the design of the project.
7. Aquatic Center Update – The total number of season passes sold through the end of June was 3,344, which is 211 more season passes than the same period last year. The greatest increases are reflected in individual season pass purchases and two- and three-person family packages.

The Aquatic Center has been partially or fully closed on seven days this season, due to inclement weather conditions.

The Edina Swim Club is the new provider of the "Learn to Swim" program at the Aquatic Center. They will have provided swim lessons to more than 350 children over the course of the summer.

8. Braemar Golf – The Braemar Master Plan Task Force met for the first time this morning. The first initiative for the task force is to approve and distribute a request for proposal for golf course architects.

Our new General Manager, Joe Abood, started on July 7. Joe attended this morning's meeting and is already contributing to the renewal of our golf operations.

The Park Board met with Schoenbauer Consulting in a work session this week to discuss the repurposing of Fred Richards Executive Golf Course. A site walk was also held at "The Fred" on July 9, with 35 residents participating.

9. Police Department Update – Officers will be stopping bicyclists and issuing written warnings for violations in an effort to educate bicyclists for their own safety as well as that of motorists and pedestrians.

Lt. Tom Draper's shift stopped and searched a vehicle last week, finding a pound of marijuana, a loaded handgun and a very large knife.

The 4th of July events (parade and fireworks) went extremely well. The parade had about 95 entrants and Erik Amundson did an excellent job coordinating the fireworks event.

The “Focus In” topic for July is Pedestrian Safety.

Officers and Explorer Advisors Dave Boosalis and Nicole Pesek will travel to the National Explorer conference in Bloomington, Indiana, next week

10. Braemar Arena – The Minnesota Wild held their development camp at Braemar this afternoon. Rob Stauber is finishing up his annual camp at Braemar Arena. This year, the camp added a girls’ session. They had all three Olympic goalies on the ice.
11. Art Center News – “Half-pint Horses” has been one of the more popular children’s art camps this summer. Popular with young girls in skirts, pink or brown cowgirl boots and cowgirl hats, artists were able to draw two half-pint horses – Cookie and Coal. The pinto horse refused to be harnessed and did not participate. The horses were both model and canvas. On the last day of the three-day camp, children were giggling with sponge brushes and painting the horse directly while the horse reduced the level of crab-grass near the kiln yard. The class turned out to be popular with most of the staff and summer camp assistants, as everyone had to see a real four-foot high horse in Studio 14.

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